

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Michael Moore **DATE:** July 17, 1991
FROM: Karen Eisen, Natalie Ellis
SUBJECT: Request for Focus'Groups - Marlboro "Blitz" (Estimated cost \$8,400 + travel)

This is to inform you brand has requested focus groups to explore the effectiveness of the Marlboro Blitz program in Milwaukee. Similar groups held last year in Winston Salem provided valuable input for the design of this year's program. We would like to schedule this work for late July while the Marlboro Mini Grand Prix event is still fresh in peoples' minds. (It ends July 21.) The project will consist of two groups with 21-35 year old men who participated in any Blitz event. One group will be Marlboro smokers and the other with smokers of competitive non-menthol brands. This work is in addition to a pre/post telephone tracking study also being conducted to measure the effectiveness of the "Blitz" program.

We would like your approval to proceed. Please return this memo with your comments and signature by the end of the week.

cc:

D. Beran

C. Levy

2045732210